

Title (en)

SYSTEM FOR UTILIZING INFORMATION CARRIERS IN COMMERCIALY USED FACILITIES

Title (de)

INFORMATIONSTRAEGERNUTZUNGSSYSTEM IN KOMMERZIELL GENUTZTEN ANLAGEN

Title (fr)

SYSTEME D'UTILISATION DE SUPPORTS D'INFORMATIONS DANS DES INSTALLATIONS UTILISEES A DES FINS COMMERCIALES

Publication

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Application

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Priority

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- EP 0303162 W 20030327

Abstract (en)

[origin: WO03091974A1] Disclosed is a system for utilizing existing information carriers used for advertising purposes or for directing traffic in shopping centers, leisure facilities and similar commercially used facilities which comprise goods stores and possibly restaurants or similar supply structures that are accessible and connected to each other via corridors and in which facility-owned means of transport (2) are made available to the public for transporting purchases and/or other objects. A plurality of information carriers is disposed across the surface area of the commercially used facility. A triggering device issuing at least one, preferably a number of different advertisements is assigned to said information carriers in addition to a triggering device issuing a standard message. The triggering device of the information carriers (7) can be switched over by means of sensors, each of which emits a signal that is characteristic of a specific transport vehicle.

IPC 8 full level

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CPC (source: EP KR US)

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